IP BEST PRACTICES

MAP4SMART

A best practice shared by Massimiliano Santamaria.

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MAP4SMART

Measuring culture through HR data analysis, surveys, and focus groups.

Key steps

A structured approach to measure culture, beginning with analysing HR data, followed by a survey on key areas (relationships, work-life balance, mobility, satisfaction), and concluding with focus group discussions for deeper insights.

Ensure transparent communication of results with all employees to foster engagement and shared purpose, even when findings highlight challenges, building trust and buy-in for cultural change.

Create a culture map that balances the needs of employees and organisations, promoting a win-win environment where both the organisation's goals and employee well-being are prioritised.

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